



الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُؤْتِي الْعِلْمَ حُجَّةً لِلْإِسْلَامِ
Garden of Knowledge and Virtue

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Happy 64th
Independence Day
Malaysia.

MERDEKA!



Business as an Act of Love for the Country

DR. SYAZA FARHANA MOHAMAD SHUKRI

In a world of rising nationalist sentiments, the discussion on patriotism may have been somewhat side-lined. While extreme nationalists are those who believe that their own nation is better than others, patriotism is simply the love for one's country and not of its supposed superiority. As citizens, we all have different ways to show love to our home country. Doing business happens to be one of the love languages of patriotism. If you want what is best for the country, you will not stop short of finding solutions for the citizens and at the same time, contribute to the economy of your beloved country, as what entrepreneurs do daily.

In geopolitics, it is argued that a country is like a living organism in which it continues to grow whether in terms of its population, territory, or the economy. In contrast, it also has the possibility to contract and become susceptible to threats by larger and more influential countries. Unfortunately, not all of us can participate in the country's defence system, but most of us can definitely do our part to protect our country through economic means.

Being an entrepreneur is more than just a way to make a living. A successful entrepreneur contributes to the country's economic well-being through various mechanisms. The biggest contribution is of course towards the country's gross domestic product, which is defined as all goods and services produced within a country. Since the GDP is an indicator of a nation's wealth, the larger the GDP, the more prosperous the country. If the product is well-received even to consumers beyond a nation's border, an entrepreneur might also contribute to the country's export. Through all of these, an entrepreneur shows love to her or his country by contributing to a stronger economy. A healthy economy is important to boost a country's expenditures on military, and more importantly, on human security.

Human security demonstrates that peace and security should be viewed holistically as protection of individual citizens from internal and external threats. Among the paradigm of human security is assurance that the people's welfare is being taken care of. Therefore, part of showing love to country is the contribution that an entrepreneur makes to her or his fellow citizens. The main priority of an entrepreneur is to provide solutions that fit a target consumer's needs and wants. With more products coming into the market, fellow citizens would have the opportunity to make the right choice for their lifestyle, and thus no one is deprived of a good product. Investment becomes a key indicator of patriotism.

Finally, and arguably most importantly, doing business helps the people of the country by providing them with employment opportunity. As the COVID-19 pandemic has shown, job prospect is very fragile with so many variables that affect the level of employment in any country. Not everyone has the skills and motivation to create something worth selling. These are the people that depend on entrepreneurs to provide them with a job and a means to generate good income. Human security and sustainability are highly correlated with the population having jobs. What is more patriotic than the ability of an entrepreneur to provide for her fellow citizens and their families?

The upside to the challenging time we are living in today is that we have witnessed the best of people in helping others in need. This is proof that patriotism is not lacking among the people. Entrepreneurs have also been among those who are committed to helping others, either in providing job opportunities, inventing new products to solve people's problems, or simply donating from the profit that they make. There is no doubt that business is definitely one act of love towards country and for that reason, more should aspire to become successful entrepreneurs.

POINTS TO PONDER

Biz Quote

*The hardest part
about being an
entrepreneur is that
you'll fail ten times
for every success.*

-ADAM HORWITZ-

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ARTICLE OF THE DAY



Prosocial Behaviour: How is Business Related to Psychology?

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As humans, we have our own choices as to what we will become in the future. In relation to jobs, we should have one, not necessarily because of the salary but because we feel passionate about it. A business owner, on the other hand, is someone who has her or his own business. As we know, business owners have a goal which is to make profit. When they gain profit, they can use the profit in any way they like. However, that is not the only goal for them to achieve. In most cases, they help people to solve problems by selling them their products. Also, they assist people who are jobless by employing them. As we learn in Islam, having a business is encouraged because when we have a lot of money, we can also give *sadaqah* or *zakat* to the people in need.



I choose prosocial behaviour from social psychology as a suitable psychological concept to relate to business. Prosocial behaviour or also known as “helping” often emerges in people as there are factors that lead us to that behaviour. One of them is social norm. Social norm is simply something that makes us feel the need to do something, i.e. help. For example, we may help our neighbours because we feel it is necessary to do so (Myers & Twenge, 2019). There are two kinds of social norms which are reciprocity norm and social-responsibility norm. The suitable social norm related to this situation would be the social-responsibility norm which means to help people in need regardless of whether those people could help us back in the future (Myers & Twenge, 2019). A business owner should not be hoping for any help in return from the people that they help. Indeed, they would be doing that because they feel the need to do so.

In conclusion, when we have our own business, we can help people by fulfilling their needs, giving them jobs and helping them to live better. We should know that business is not the only way to help others; instead there are many ways to help people. If we are capable of doing so, why not help those in need, right?

REFERENCE

Myers, D. G., & Twenge, J. M., (2019). *Social Psychology* (13ed.). New York: McGraw-Hill Education.



KENT. eTIJARI SUCCESS STORY

Live the Sweet Life

YASARAH HASSAN
@browniesmadness



Whenever you need lovely and freshly baked confectionery, let us play a part in helping you create wonderful memories of your sweet love affair with delicious baked treats. Starting a home-based bakery business, Browniesmadness was established in 2018 as part of a course assessment but was officially registered with SSM in 2019. In Browniesmadness, we emphasise on variations of flavour, texture, appearance and present them in the best combination possible. Everything you taste comes from genuine and high-quality ingredients made with love and passion. Not to mention, we prepare the goods by order to ensure that they are sent out in their best condition.



There's no better way to bring people together than with desserts and what motivates us most is to witness the joy on a happy customer's face. We've reached a large number of customers in Melaka and we are more than happy to serve more people, especially during the RMO. As the COVID-19 pandemic has demonstrated, businesses have become unpredictable and the experience of dealing with this pandemic is certainly terrifying. In the midst of the pandemic, there are times when we feel insecure and want to give up the business but as long as we have enthusiasm, optimism and commitment, nothing is impossible. Despite all the challenges, Browniesmadness has managed to turn a bad situation into a good one as we have received overwhelming orders and support from everyone.

After three years of its establishment, we are still here and you can always count on us to prepare and serve your favourite baked desserts from Browniesmadness. It has always been our dream to open a bakery shop that is cozy and has instagrammable interior. The dream is here! Enjoy!



Upcoming events



MALAYSIA TECH MONTH

29 Jul - 30 Aug 2021

Organized By: **MDEC**

25th Anniversary

DIGITAL ASIAN 29 - 30 July 2021

DIGITAL INVESTMENT 2 - 4 AUGUST 2021

DIGITAL ECOSYSTEM 9 - 13 AUGUST 2021

DIGITAL SKILLS 14 - 20 AUGUST 2021

DIGITAL DISRUPTORS 23 - 24 AUGUST 2021

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HOW TO BUILD YOUR NETWORK

Wondering how to build your network? Want to improve networking skills? Why networking is important? Join us in our webinar now!! All information will be shared by our powerful speakers.

Speaker

Tuan Haji Syamsul Amri A Razak
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Discussant

Tuan Shamsul Bahri Mohd Shafie
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Register here:

CONTACT: SR. ALEESA - 0173244287

CTD & Star points for IUM staff and students

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BIZ TIPS

Color Theory



Positive Qualities

Black	Dramatic, elegance, formality
White	Purity, clean, fresh, goodness
Grey	Sleek, reliable, intelligence
Purple	Luxury, intuition, sensitivity
Pale Blue	Peace, imagination, healing
Blue	Patience, tranquility, loyalty
Green	Fresh, kindness, giving
Brown	Earthly, longevity, friendly
Gold	Success, wealth, wisdom
Yellow	Warm, happy, energetic
Orange	Creative, confidence, curiosity
Red	Ambition, love, strength
Pink	Affection, optimism, gentleness

CONTACT US

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